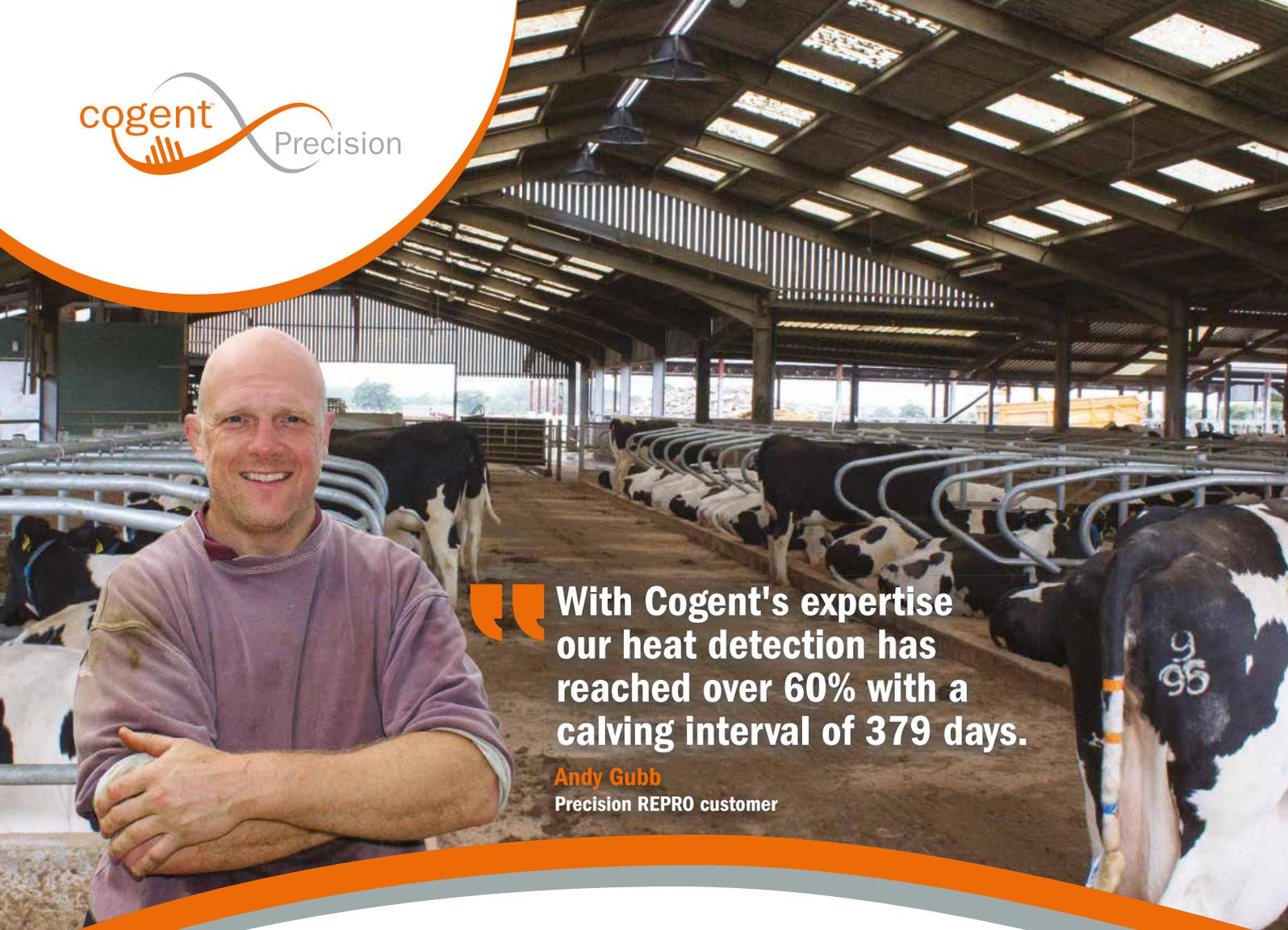# cogent™

Precision

THE VERY BEST IN HEALTH AND FERTILITY SOLUTIONS

www.cogentuk.com

> **With Cogent's expertise our heat detection has reached over 60% with a calving interval of 379 days.**
>
> **Andy Gubb**
> **Precision REPRO customer**

My name is Andy Gubb and I help run Barnacott Farm along with my brother Simon and parents Eddie and Christine. We started the dairy business in October 2014 with 200 Holsteins located near Barnstaple in Devon. We wanted a reproductive partner to provide guidance and approached Cogent for advice around fertility and health to manage and grow our herd. Cogent introduced us to Precision **REPRO**, a service with a reproductive specialist on hand to serve our cows when the system tells us the time is right.

With Cogent's expertise our heat detection has consistently reached over 60% with a calving interval of 379 days. Heat detection rates could improve even further, when we introduce improvements in lighting intensity, loafing areas and even learn how to control the weather!

Our Precision **REPRO** specialists are considered an important part of our dairy team. The specialists regularly engage in conversations with us regarding cow body condition score (BCS), feed changes and general management that could have an impact on fertility. We started out with almost all imported animals 2 years ago. To be 2 years down the line achieving a pregnancy rate 8% above the national average is a key achievement for us and our herd has now grown to almost 400.

Is Precision **REPRO** good value for money? Ultimately the team's objective is to get cows in calf without incurring high costs or compromising other areas of the business, so yes, I would say it is good value.

DNA

A revolutionary genotyping service designed with your herd in mind. Genomic testing can increase reliability by up to 40%.

MATCH

Actively manage genetic recessives & minimise inbreeding. Production, health and conformation parameters are set to suit you.

MOOMONITOR+

The latest in health and fertility monitoring for your herd. Stop missing heats and find problem cows earlier.

DIY

Individually engineered lease package utilising MooMonitor+ & Precision DATA helping your farm to create more pregnancies.

Using Precision REPRO alone could save you...

£82

Per cow Per year

REPRO

Combining **MooMonitor+**, Precision **DATA** & highly trained reproduction specialists drives performance and profitability.

DATA

Cloud based system harnesses the wealth of data available on farm, and puts it to productive, performance boosting use.

Choose from a range of **Precision Solutions** to achieve even greater savings.

The quality of service has far surpassed any expectations I originally had.

Tomos Davies
Precision REPRO customer

Precision **REPRO** is the reproductive solution delivering next generation, optimum herd performance. Consistency, accuracy and cutting edge technology combine to increase herd productivity and farm profits. The three main parts to Precision **REPRO** are: **1)** Precision **MooMonitor+ 2)** Highly trained Precision **REPRO** specialists, committed to providing the highest level of service 365 days a year. Exceptionally skilled in analysing **MooMonitor+** data, and in all fertility management areas. **3)** Precision **DATA**. Repro specialists enter all daily breeding and herd management data which provides up to date accurate fertility performance reports, plus other herd management reports such as vet lists, due to dry, and due to calve. The Precision **REPRO** specialists would like to join your team and help drive performance and ultimately your profitability.

From Tail Paint to Precision REPRO

My name is Tomos Davies, I farm near Carmarthen with my parents with just over 330 acres. We have a herd of 325 Holstein dairy cows and another 230 followers which are housed all-year round. In 2013 we decided to milk three times a day which put pressure on me, the cows and my staff. We were losing too many straws of semen using tail paint so we approached Cogent who provided Precision **REPRO**.

The Cogent technician really knows when the cow is bulling by using these Precision **MooMonitor+** collars which give us more information than I ever thought possible.

Increasing conception rates by 20% can yield £65 per cow per year.

" Heat detection is bang on now. The number of cows we are synchronising is hardly anything. It's unbelievable.

Tomos and Glyn Davies
Rhydygors Farm, Carmarthenshire.

Shown to decrease calving intervals by 20 days. A current saving of
£3.58 per cow per day.*

*Based on Avg. milk price, October 2016

Precision REPRO Specialists

Now I leave heat detection to my Cogent technician and I just watch the rumination and behaviour of pre-calving cows. With rumination, I know how much time each cow spends eating a day, even how much she chews the cud. We're also finding mastitis a lot quicker by using the **MooMonitor+** app. I treated one cow who became sick that afternoon and I'm sure we're finding cows before ill health.

The technician from Cogent is excellent. He understands how collars work and heat detection is bang on. It's unbelievable. We were running at a calving interval of 420 days, now we're aiming below 390 days.

I don't think it's a major cost. I've got to get cows in calf and the cost of an empty cow can be horrendous. I wouldn't hesitate to recommend the service to anybody else.

✔ **Highly trained, passionate and dedicated REPRO specialists join your team.**

✔ **Precision MooMonitor+ heat and optional health monitoring.**

✔ **Precision DATA: Cloud based data capture and farm specific reporting.**

✔ **All drives herd performance and profitability.**

✔ **Shown to decrease calving intervals, increase submission rates and preg rates.**

I honestly didn't think it was a revolutionary product - but it certainly is for our herd management.

Precision **MooMonitor+**

The **MooMonitor+** is a collar worn around the cow's neck, which detects individual cow heats and health events with ease through advanced data analysis. It monitors cows on a daily basis and identifies specific types of behaviour such as feeding, rumination, resting time and different types of activity intensity. These features can aid in detecting heats, monitoring feeding and rumination patterns, monitoring cow welfare and managing the health status of the farm.

My name is Dave Craven, Dairy and Resource Manager at Grosvenor Farms Ltd. We are currently milking 1,340 cows at an average of 12,100 litres and we're looking to push that even further if possible. We were AI'ing twice a day and getting around 19% preg rate, now with the **MooMonitor+** system we've improved that and are now running at 26%, this is helped by the fact we are getting such reliability and consistency throughout. It's a very user friendly piece of software that you can pick up in minutes. The use of the collars here will equate to about 90-95% of all our decisions. What really is important to us is prevention of health issues and this is what this unit is all about. It's about trying to stop the overuse of antibiotics and making sure our cows have the highest health status as we can possibly have. It's through the use of observation and the collars that we can have a day to day understanding of how a cow's health is. It's also given us a very good understanding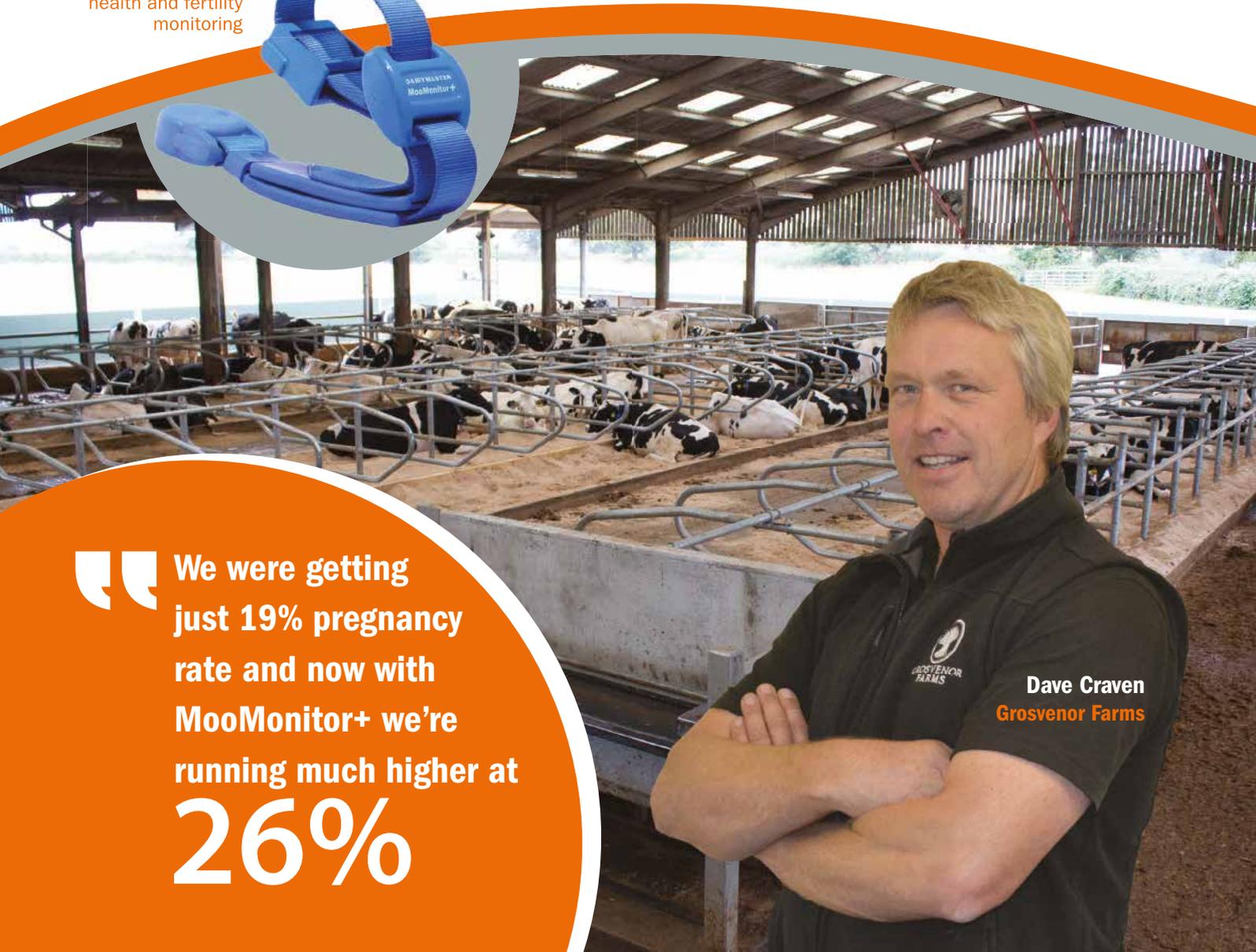 of how these cows are dealing with the end of a pregnancy and getting back into milk production. If you go to the basics of milk production, it's about getting the cow in calf, in a healthy state and taking her through her lactation and back to her next calving point. This system has given us a really good, balanced approach to make this happen. I wouldn't promote something I didn't think was any good and I really do believe in this system. This system has helped us no end, it allows you to see things you can't physically see and that's the secret behind it.

The very best in health and fertility monitoring

> **We were getting just 19% pregnancy rate and now with MooMonitor+ we're running much higher at 26%**

Dave Craven
Grosvenor Farms

Early detection and treatment of Ketosis can save up to

£690 per case.

Do you want to:

✔ **Increase heat detection rates?**
✔ **Reduce hormone usage?**
✔ **Reduce antibiotic usage?**
✔ **Reduce calving intervals?**

With MooMonitor+ you can achieve:

✔ **Increased milk yield.**
✔ **Early detection of illnesses.**
✔ **Reduced workloads.**
✔ **Increased profits.**

Have your herd in your pocket, with our award winning app

MooMonitor+

ANTIBIOTICS

❝ **We have now halved the use of antibiotics across the board.**

10 years.

Battery Life
Amazing battery life of up to 10 years.

DAIRYMASTER

Precision **DNA**

Precision **DNA** provides a female genomic testing solution for dairy farmers. Genomic information is invaluable in selection; it's availability for females will allow the identification of those individuals which will make a lasting contribution to the profitability of your herd. Precision DNA uses the latest scientific technologies, with results expertly interpreted by your local breeding advisor, this means you are making the most informed decision available for your herd.

Your herd's performance is paramount, you may be able to visually identify which animals possess the better conformation, but do you think you could recognise which animal has superior transmitting ability?

DNA ANALYSIS IS THE KEY TO TRUE GENETIC POTENTIAL.

Introducing Precision **DNA**, a revolutionary genotyping service designed with your herd in mind. By taking a small tissue sample from an animal's ear, Precision **DNA** can translate it into a comprehensive, genomic prediction based on production, health and conformation to ensure the best animals within your herd are accurately identified.

Selecting the top 50% of heifers based on genomic information as opposed to parent averages will yield additional

141kg milk
per lactation per animal
in the next generation due to greater reliability of selection.

FULL SIBLINGS ARE RARELY THE SAME…

❝❝ I tested twin heifers and to my amazement there was a staggering 280kg difference in their milk projections.

**Ed Seaton
Cheshire**

Precision **MATCH**

Precision **MATCH** is a purpose-built, UK mating service that uses UK figures and is both flexible and adaptable to suit all herds regardless of pedigree status, breed or size. It combines independent evaluators, cutting edge technology and easy-to-use features to ensure that your herd is genetically healthy, has genuine longevity and displays uniformity.
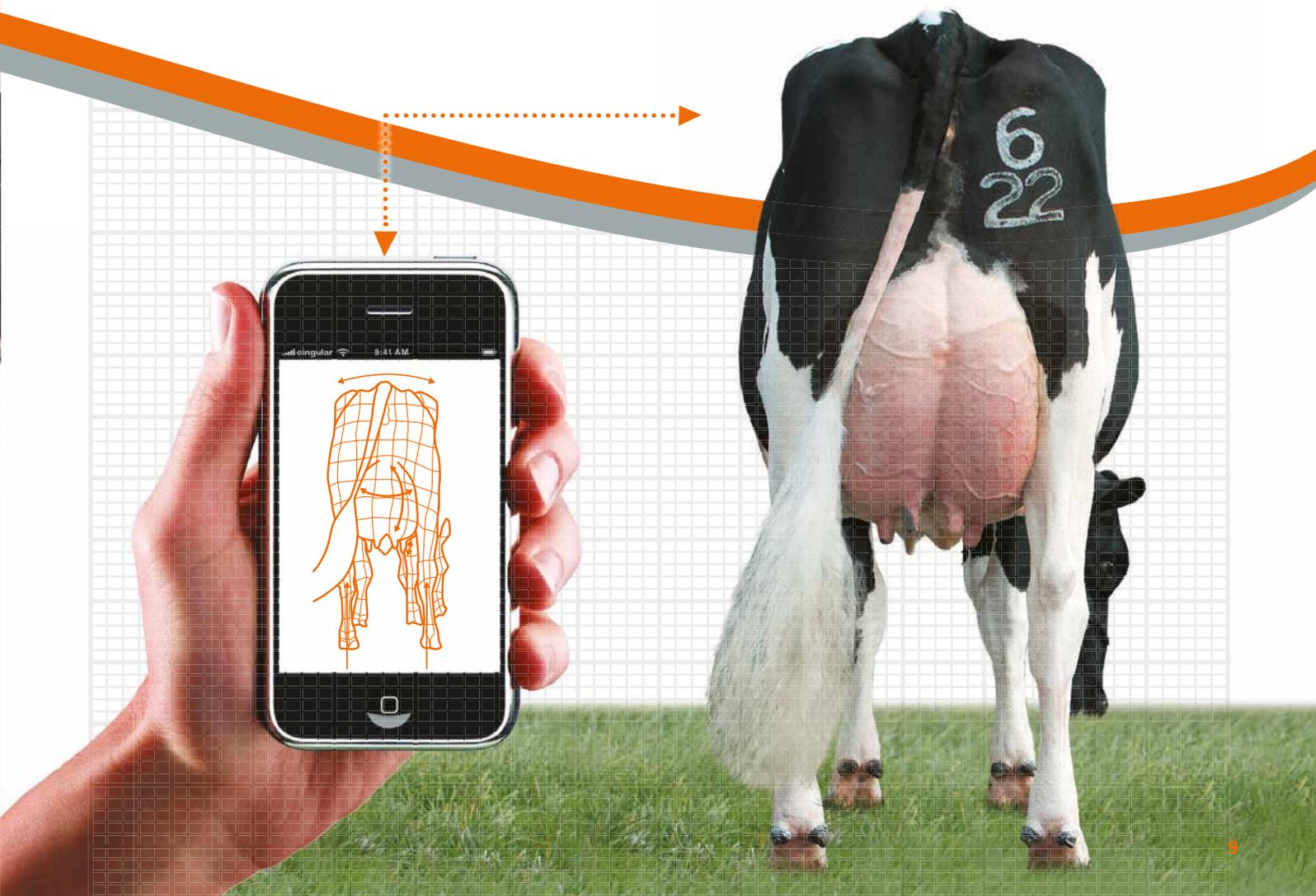
MAKE YOUR OWN CHOICE

Precision **MATCH** is tailor made to reach individual breeding goals, there are no default settings. Production, health and conformation parameters are set to suit you so that every mating produces the ideal type of cow for your farm requirements. Herds are enhanced both physically and financially with weaknesses in cows reduced by careful matching with strengths in sires. **MATCH** maintains the balance between production, management, and functional type traits whilst managing inbreeding improves both herd performance and farm profitability. Inbreeding and complex genetic recessives are significantly reduced when using Precision **MATCH**.

18 KEY TRAITS SCORED

Precision **MATCH** identifies the weakest of the 18 type traits, which includes locomotion. It also takes into account the weakest management traits and production traits. Management traits are vital to the success of any dairy operation. Breeders are continuously expressing how important production criteria is and what they would like to achieve. Precision **MATCH** selects the ideal sire to correct the weakest management and production traits as well as breeding a functionally correct type of cow.

UK FIGURES

Precision **MATCH** evaluators base their assessment and mating choices on UK figures to actively manage genetic recessives, minimise inbreeding and produce more profitable British cows. Making the Precision **MATCH** programme more accurate, reliable and consistent for British herds.

Precision **DIY**

Precision **DIY** is the individually personalised lease package available to all farms that prefer to serve their own animals. Precision **DIY** includes **MooMonitor+** collars; farms can raise heat detection rates, increase conception rates and ultimately create more pregnancies. **MooMonitor+** collars also help increase your herds overall welfare enabling you to spot problem cows quicker. To complement Precision **DIY** and **MooMonitor+** collars, consider Precision **DATA**. This cloud-based programme ensures that all your herds' records are protected, safely stored and instantly available on a mobile app or any smart phone, tablet or laptop device.

My name is Robert McDonald and I've been using Precision **DIY** for my heifer group. Submission rates have increased from 60% to 90% and conception rates are up from 41% to 63% using sexed semen.

A major factor in increasing conception rates is serving at the right time. I've changed from serving in the afternoon to serving most of my cattle in the morning where they come on heat at night and are picked up by the system. All these things combined have given me a pregnancy rate standing at 40%, up from 30%. My staff have taken to it like ducks to water and I consider the Cogent Precision **DIY** system good value for money.

Catching silent heats can save you £75 upwards

✔ **Individually engineered lease package.**
✔ **HEAT and optional HEALTH monitoring.**
✔ **Available to all beef farmers.**
✔ **12 week hire option.**

Increasing heat detection rates by 20% could save you £45 Per cow Per Year

Precision **DATA**

Precision **DATA** is a cloud based herd management programme that is the most effective data collection solution. Quick to implement, easy to use, Precision **DATA** is designed for beef and dairy farmers. The software integrates with milking parlours, weigh scales, third parties such as BCMS, milk recorders, pedigree registrations, shedding gates, vets, nutritionists, **MooMonitor+** and your Precision **REPRO** specialist. Precision **DATA** is a solution enabling increased profits, saves time and helps to avoid penalties.

Shedding Gate
BCMS Database
Milk Recording
Vets & Nutritionists
Pedigree Registrations
REPRO Specialists
MooMonitor+

Saving 1/2hr per day normally spent on paperwork = £2,320 per year in time saved.

Herds ranked in the top 25% for KPIs averaged a cost of production of 9.5ppl lower than the bottom 25%